

FAX

Date 08/14/97

Number of pages including cover sheet 2

TO: Ginger
Quick Chek Food Stores

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
400 Raritan Center
Parkway
Edison, NJ 08889

Phone

Fax Phone 908-534-9216

Phone 908-225-4774

Fax Phone 908-417-9076

CC:

REMARKS: Urgent For your review Reply ASAP Please Comment

Ginger:

I've discussed the attached with Phil. If Glenn and Mike concur, please call me, and I will firm up dates.

Thanks!

Nick

51846 5406

MESSAGE CONFIRMATION

DATE: 08/14/97 TIME: 11:24

ID: R. J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/14	11:24	00'45"		G3-S	002	OK

51846 5407

Quick Chek Food Stores

The WINSTON Cup Road Show

- Time Frame- September 3-7 and 10-13
- Availability of WINSTON Cup NASCAR Show Car for one store
- Availability of WINSTON Cup "Simulator" for two stores
 - Seating capacity 12 per ride- 140-150 people per hour
- Times: 11:30 AM-2:30 PM and 3:30 PM-6:30 PM
- Consumer contact to include
 - Communicating the new WINSTON Brand proposition
 - A Buy 1 Pack Get 2 Free Packs Coupon
 - Free Thunder Theater Video
 - Free Kick in the Asphalt CD
 - Team WINSTON Racing Application
- Store requirements
 - Must have adequate WINSTON product on hand
 - Must be located at least 500 feet away from youth activities, schools and campuses
 - Must comply with local ordinances regarding cigarette promotional activities
- Recommended Quick Chek Stores
 - 125 Middlesex
 - 33 Washington
 - 34 Emerson
- Complete announcement kit supplied to stores prior to event

51846 5408